

HOUSE JOINT RESOLUTION 828

By Matlock

A RESOLUTION to recognize and congratulate the students of Pellissippi State Community College's Video Production Technology program.

WHEREAS, it is fitting that the members of this General Assembly recognize those students whose acumen and dedication are a credit to their institutions and this State; and

WHEREAS, the students of Pellissippi State Community College's Video Production Technology program recently produced a public service announcement (PSA) that aired on the West Palm Beach affiliate of NBC on Sunday, February 4, 2018, moments before the kickoff of Super Bowl LII; and

WHEREAS, the students were tasked with producing the video by Steve Eimers of Lenoir City; Mr. Eimers's daughter, Hannah, was tragically killed in November 2016 when her car struck a Lindsay Corporation X-Lite guardrail. In the months since the accident, he has led a national movement to investigate the failure of the X-Lite guardrail and the resultant deaths, a movement that has led to the removal of these guardrails from state highways across the country; and

WHEREAS, Mr. Eimers bought a PSA spot during the Super Bowl in West Palm Beach in an attempt to reach the President of the United States with his message; with little time to put the PSA together, he called on Hannah's former classmates at Pellissippi State Community College to help film and produce the spot; and

WHEREAS, classmates Colby Wester, Braxton Adams, Makenzie Nuls, and Laurel Robinson, under the guidance of instructor Russ Harper and program coordinator Ella Ruggles, filmed Mr. Eimers speaking directly into the camera to the President; after it aired, the thirty-second production was picked up by news agencies all over the nation; and

WHEREAS, through this PSA, Mr. Eimers has been able to further his efforts to advocate for safer roadways; the national exposure garnered by this ad would not have been possible without the efforts of those students of Pellissippi State Community College's Video Production Technology program; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED TENTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, that we hereby congratulate Colby Wester, Braxton Adams, Makenzie Nuls, and Laurel Robinson of Pellissippi State Community College's Video Production Technology program for their production of a public service announcement that has reached a national audience, extending our best wishes for their continued success in the future.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.